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*Wholesale*

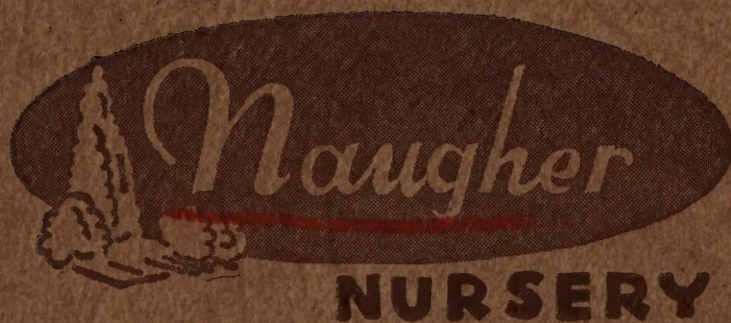
## PRICE LIST

FALL 1957 -- SPRING 1958

~~ALL PRICES ARE IN U.S. DOLLARS~~

*Our Specialities . . . . .*

- Field-Grown Evergreen Liners
- Pink Flowering Dogwoods
- Double Flowering Peaches



*Chase, Alabama*



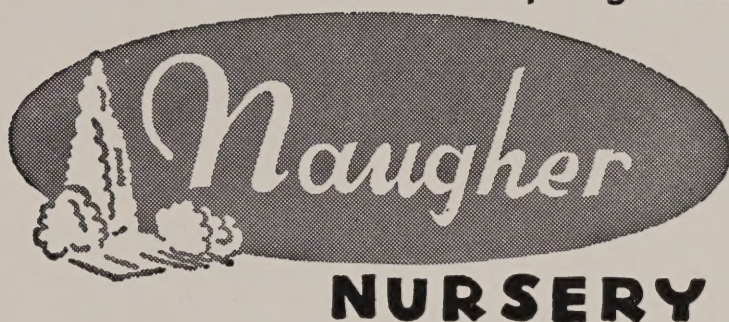




# Wholesale Price List

Fall 1957

Spring 1958



*Chase, Alabama*

Telephone: Huntsville, Alabama

Day—JEfferson 4-0261

Night—JEfferson 4-1650

Address all correspondence to—Chase, Alabama

## TERMS AND CONDITIONS

**TERMS**—To customers with established credit rating our usual terms—NET 30 days. All orders will be promptly acknowledged, greatly appreciated, and expedited with personal supervision. All COD orders must be accompanied by 25% CASH.

**Prices**—All Prices subject to change without notice. Fifty or more plants at the one hundred rate; three hundred or more plants at one thousand rate. One thousand or more @ 5,000 rate.

**Shipments**—Customers are requested to advise shipping instructions; i.e., date order to be shipped; whether motor freight or express. Our liability ends upon delivery to carrier. All shipments are f.o.b. Chase, Alabama.

**Packing**—Our packing is free when cash, check or money order accompanies order. Our packing material consists of shingle tow and sphagnum moss dampened to the right degree insuring live delivery.

**Guarantee**—Our aim is to grow stock true to name, but in event of error, we hereby agree to replace stock that may prove untrue to name upon proper proof, with additional stock or refund purchase price. At no time do we accept responsibility for more than original purchase price. All orders subject to crop conditions and the standard form Non-Warranty Clause applies.

T. W. "Tom" Naugher.....Gen. Mgr.

R. L. "Bob" Reeves.....Prod. Mgr.

W. D. "Dan" Cabe.....Sec'y & Sales

*"Your confidence warrants our personal supervision."*

## *Dear Fellow Nurseryman:*

May we take this opportunity of saying "Thank You" for the wonderful patronage of the past seasons. Your response to quality—**NAUGHER QUALITY**—materials is indeed gratifying and we are humbly grateful. We anticipate with pleasure the opportunity of serving **you**.

You can rest assured that Naugher's tradition of **QUALITY** will characterize the material offered herein. Our constant aim is **IMPROVEMENT**—improved growing—improved packing—more varieties—better service.

A word or two to correct some misconceptions as to the location of Chase, Alabama, geographically. We are situated in Northern Alabama just outside Huntsville, Alabama, and about fifteen miles from the Alabama-Tennessee State Line, in the heart of the Tennessee Valley. We have ideal climatic conditions for the production and marketing of nursery stock. Our shipping season begins about November 1st and extends usually through April 15th. Thus a strategic location with excellent transportation facilities for servicing nurserymen in most any area.

Several wholesale nurseries are located in this area, making an ideal situation for the buyer of diversified stock, in that each has his own particular specialities. While we are still competitors, we strive to work together for the mutual advantage of all, especially you, our valued customers and friends.

You are always welcome to visit us—an "Open Door" welcome awaits you at Naugher Nursery—and we welcome your suggestions as to how we may better serve **your** needs.

***You'll Like NAUGHER'S Quality!***  
***Sincerely,***

T. W. "Tom" Naugher — R. L. "Bob" Reeves  
W. D. "Dan" Cabe



# **Finished Stock** **BROADLEAVED EVERGREENS**

<b>ABELIA GRANDIFLORA—Hedging</b>			
	Each	per 10	100
BR —12-15" -----		.25	.20
BR —15-18" -----		.30	.25
BR —18-24" -----		.35	.30

<b>BARBERRY, REDLEAF</b>			
BR —12-18" -----		.45	.40
BR —18-24" -----		.55	.50

<b>CHERRY LAUREL</b> (Sheared Specimens)			
B&B— 3- 4' -----		1.75	1.50
B&B— 4- 5' -----		2.25	1.75
B&B— 5- 6' -----		2.50	2.00
B&B— 6- 8' -----		3.00	2.50

<b>EUONYMOUS JAPONICA</b> (Many Canes)			
B&B—12-15" -----		1.00	.85
B&B—15-18" -----		1.25	1.00

<b>ILEX ROTUNDIFOLIA</b>			
B&B—12-15" -----		1.50	1.25
B&B—15-18" -----		1.75	1.50

<b>LIGUSTRUM JAPONICUM</b>			
B&B— 3- 4' -----		1.50	1.25
B&B— 4- 5' -----		1.75	1.50

<b>MAGNOLIA GRANDIFLORA</b> (Br-Hvy Caliper)			
B&B— 2- 3' -----		2.00	1.50
B&B— 3- 4' -----		2.50	2.00
B&B— 4- 5' -----		3.00	2.50

<b>NANDINA</b> (Many Canes-Foliage to Ground Level)			
B&B—12-15" -----		1.15	1.00
B&B—15-18" -----		1.25	1.15
B&B—18-24" -----		1.35	1.25
B&B—24-30" -----		1.45	1.35
B&B—30-36" -----		1.65	1.50

# PINK FLOWERING DOGWOOD

(Cornus Florida Rubra)

## *America's Favorite Flowering Tree*

### ONE YEAR

	Each	per 10	100	1000
12-18"—Bare Root . .		1.00	.85	.75
18-24"—Bare Root . .		1.35	1.10	1.00
24-30"—Bare Root . .		1.60	1.35	1.15
30-36"—Bare Root . .		1.85	1.60	1.35

### THREE YEAR

2- 3' — Bare Root . .	2.00	1.75	1.50
3- 4' — Bare Root . .	2.50	2.00	1.75
4- 5' — Bare Root . .	3.50	3.00	2.75
5- 6' — Bare Root . .	4.50	4.00	3.75

### BALLED & BURLAPPED—Selected Specimens

2- 3' — B&B . . . . .	2.50	2.00	1.75
3- 4' — B&B . . . . .	3.00	2.50	2.25
4- 5' — B&B . . . . .	4.00	3.50	3.25
5- 6' — B&B . . . . .	5.00	4.50	4.25

- *Budded on Transplanted Seedlings*
- *Heavy, Fibrous Root System*
- *Sturdy Caliper*
- *Heavily Branched*
- *Properly Grown*
- *Liberally Graded*

***You'll Like NAUGHER'S Quality !***



Why Settle for Less . . .

When NAUGHER'S Are Best!

Cornus Florida Rubra

# DOGWOOD

*America's Favorite Flowering Tree*



***NAUGHER'S Quality+NAUGHER'S  
Service=SATISFACTION***

- *Tied With Jute Twine To Eliminate  
Skinning*
- *Without A Doubt—QUALITY—  
NAUGHER'S Quality*
- *Well-Developed Finished  
Dogwood*
- *Balls Sewed & Laced*
- *Properly Dug*

***You'll Like NAUGHER'S Quality!***

# Finished Stock

## CONIFEROUS EVERGREENS

### ANDORRA JUNIPER

	Each	per 10	100
B&B—12-15"	-----	1.25	1.00
B&B—15-18"	-----	1.50	1.25
B&B—18-24"	-----	1.75	1.50

### BAKER'S ARB.

B&B— 2- 3'	-----	1.75	1.50
B&B— 3- 4'	-----	2.00	1.75

### BERKMAN'S GOLDEN ARB.

B&B—18-24"	-----	1.75	1.50
B&B—24-30"	-----	2.00	1.75
B&B—30-36"	-----	2.25	2.00

### BERKMAN'S GOLDEN ARB.

(Dwarf)

B&B—12-15"	-----	1.35	1.25
B&B—15-18"	-----	1.50	1.35
B&B—18-24"	-----	1.65	1.50

### BONITA ARB.

B&B—18-24"	-----	1.75	1.50
B&B—24-30"	-----	2.00	1.75
B&B—30-36"	-----	2.25	2.00

### ELEGANTISSIMA—Yellow Col. Arb.

B&B—24-30"	-----	2.00	1.75
B&B—30-36"	-----	2.25	2.00

### FASTIGIATA JUNIPER

B&B— 3- 4'	-----	1.50	1.25
B&B— 4- 5'	-----	1.75	1.50

### FRUITLANDI ARB.—Dark Green

B&B—24-30"	-----	1.75	1.50
B&B—30-36"	-----	2.00	1.75

### GREEK JUNIPER

(Sheared & Unsheared—Please Specify)

B&B—12-15"	-----	1.35	1.25
B&B—15-18"	-----	1.65	1.40
B&B—18-24"	-----	1.80	1.65



# Continuation of Finished Stock

## CONIFEROUS EVERGREENS

### HETZI JUNIPER

	Each	per 10	100
B&B—15-18"	-----	1.50	1.25
B&B—18-24"	-----	1.75	1.50

### PFITZER JUNIPER

B&B—18-24"	-----	1.75	1.50
B&B—24-30"	-----	2.00	1.75
B&B—30-36"	-----	2.25	2.00

### PFITZER JUNIPER COMPACTA

B&B—12-15"	-----	1.25	1.00
B&B—15-18"	-----	1.50	1.25
B&B—18-24"	-----	1.75	1.50



***NAUGHER'S Sheared Greek Juniper***

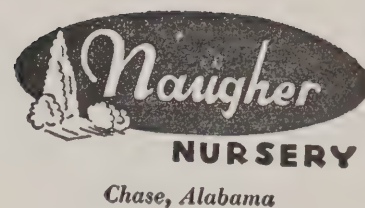
***You'll Like NAUGHER'S Quality!***







# FIELD - GROWN LINING OUT STOCK



		Each per	100	1000	5-15M
Abelia, Edward Goucher	1 Yr	6-12"	17½	15	12½
Abelia, Grandiflora	1 Yr	6-12"	17½	15	12½
	2 Yr	12-20"	22½	20	17½
Andorra Juniper	1 Yr	6-12"	17½	15	12½
Ashfordi Juniper	1 Yr	6-12"	17½	15	12½
Conferta Juniper	1 Yr	6-12"	17½	15	12½
Euonymous Japonica	1 Yr	6-12"	17½	15	12½
Fastigiata Juniper	1 Yr	6-12"	17½	15	12½
Greek Juniper	1 Yr	6-12"	17½	15	12½
Hetzi Juniper	1 Yr	6-12"	20	17½	15
Irish Juniper	1 Yr	6-12"	17½	15	12½
Koster Juniper	1 Yr	6-12"	27½	25	22½
Pfitzer Juniper	1 Yr	6-12"	22½	20	17½
Pfitzer Jun. Compacta (Owens)	1 Yr	6-12"	22½	20	17½
Pfitzer Jun. Compacta (Nick's)	1 Yr	6-12"	27½	25	22½
Pfitzer Jun. Compacta (Blue)	2 Yr	8-15"	35	32½	30
Savin Juniper	1 Yr	6-12"	17½	15	12½
Savin Jun. Von Ehron	1 Yr	6-12"	20	17½	15
Savin Jun. Tamariscifolia	1 Yr	6-12"	27½	25	22½

FIFTY OR MORE PLANTS AT 100 RATE

THREE HUNDRED OR MORE PLANTS AT 1000 RATE

ONE THOUSAND OR MORE PLANTS AT 5000 RATE

*Please Order in Multiples of 25!*

## Miscellaneous LINING OUT STOCK

### BARBERRY JULIANNE

	Each	per 100	1000
2 $\frac{1}{4}$ inch Pots	-----	.22 $\frac{1}{2}$	.20

### BARBERRY MENTORENSIS

2 $\frac{1}{4}$ inch Pots	—		
2 Yr. Hvy.	-----	.20	.17 $\frac{1}{2}$

### CONSPICUA ARB. (Goldspire)

2 $\frac{1}{4}$ inch Pots	-----	.25	.22 $\frac{1}{2}$
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### ILEX BURFORDI

2 $\frac{1}{4}$ inch Pots	-----	.20	.17 $\frac{1}{2}$
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### ILEX FOSTERS HYBRID # 2

2 $\frac{1}{4}$ inch Pots	-----	.25	.22 $\frac{1}{2}$
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### LONICERA FRAGRANTISSIMA

Field Grown—			
2 Yr. 8-18"	-----	.10	.07 $\frac{1}{2}$

### NANDINA DOMESTICA

2 & 2 $\frac{1}{4}$ inch Pots	---	.15	.12 $\frac{1}{2}$
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**“NAUGHER QUALITY” Irrigated  
Pfitzer Liners**

***You’ll Like NAUGHER’S Quality!***



## DOUBLE FLOWERING PEACHES

### (Dormant Buds)

Colors: Red, White, Pink

Branched—Bare Root

	Each	per 10	100	1000
2- 3'	-----	.45	.40	.35
3- 4'	-----	.55	.50	.45
4- 5'	-----	.65	.60	.55

## NANDINA SEED

(Available Dec. 1st)

Clean Red Berries—\$1.25 per lb.

## MAGNOLIA SOULANGEANA LAYERS

Two Year Layers—Heavy

	Each	per 100	1000
12-18"	-----	.40	.35
18-24"	-----	.45	.40

## MAGNOLIA SOULANGEANA NIGRA LAYERS

Two Year Layers

	Each	per 100	1000
12-18"	-----	.45	.40
18-24"	-----	.55	.50

*You'll Like NAUGHER'S Quality!*

## SHADE TREES

### SILVER MAPLE

Bare Root  
Heavily Branched  
Selected Specimens

	Each per 100	1000
5- 6'— $\frac{1}{2}$ — $\frac{3}{4}$ " C . . . . .	1.00	.85
6- 8'— $\frac{3}{4}$ "—1" C . . . . .	1.25	1.00
8-10'— $1\frac{1}{4}$ "— $1\frac{1}{2}$ " C . . . . .	1.75	1.50
10-12'— $1\frac{3}{4}$ "—2" C . . . . .	2.00	1.75

Plenty of Roots—Straight Trunks

### FRENCH HYBRID LILACS

Transplants—Heavily Branched

	Each per 100	1000
BR —12-18" ————	.45	.40
BR —18-24" ————	.55	.50
BR —24-30" ————	.65	.60

Rhum Von Horstetstein—Single  
Reddish-Purple  
Ludwig Spaeth—Single Red  
Bleautre—Single Blue  
Michael Buchner—Double Lavender  
Charles Jolly—Double Red  
Lucie Baltet—Single Pink  
Mad. Casimir Perier—Double White  
Charles X—Single Red  
Marc Micheli—Double Blue  
Glorie de Moulin—Single Pink

### SILVER MAPLE SEEDLINGS

Two Year

	Each per 100	1000
18-24" ————	.04	.03 $\frac{1}{2}$
2- 3' ————	.05	.04 $\frac{1}{2}$
3- 4' ————	.07 $\frac{1}{2}$	.06

*You'll Like NAUGHER'S Quality!*



## DECIDUOUS SHRUBS

### COTENEASTER DIVARICATA

Transplants—Field Grown

Heavy—Bare Root

	Each per 100	1000
12-18" -----	.22½	.20

### HYDRANGEA OAKLEAF

Two Year—Heavy

Field Grown

18-24" -----	.50	.45
24-30" -----	.60	.55



*NAUGHER'S Greek Juniper—  
Unsheared*

#### PFITZER JUNIPER

Each per	10	100
	.75	.60

(Canned in Plantainers)

*You'll Like NAUGHER'S Quality!*



*NAUGHER'S Root—Pruned Andorra  
& Hetzi Liners*



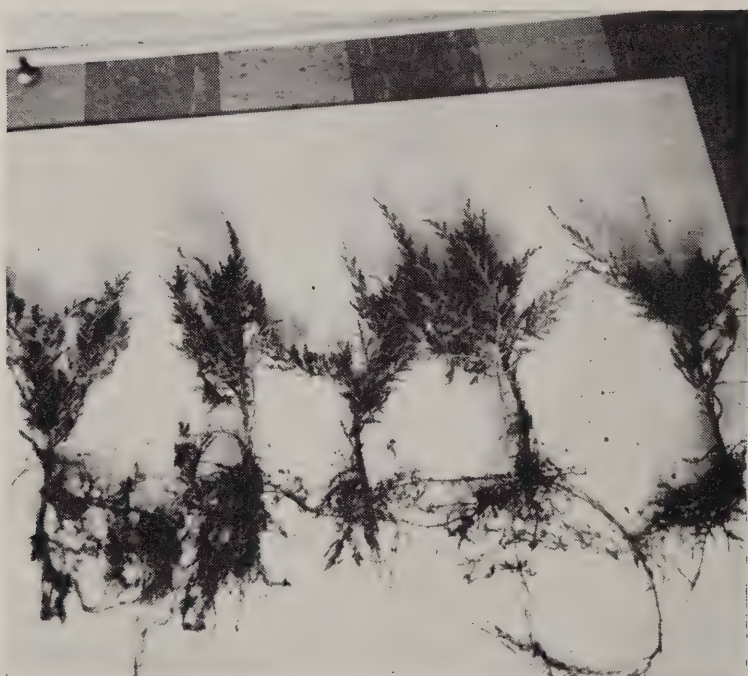
*NAUGHER'S Hardy, Well-Rooted  
Greek Liners*

*You'll Like NAUGHER'S Quality !*





**NAUGHER'S Andorra Juniper**  
1 Yr. — 6-12"



**NAUGHER'S Pfitzer Juniper Compacta**  
1 Yr. — 6-12"

Naugher's field-grown evergreen liners are produced under ideal conditions—properly irrigated, cultivated, fertilized, root pruned—thus a hardy, well-rooted liner. Our liners are dug, graded, and made ready for shipment within a forty-eight hour period. You can rest assured that Naugher's liners have not been stored except under Nature's storage conditions; that is, left in the field until shipping orders are received.

## CHASE, ALABAMA IS SERVED BY—

- Railway Express Agency
- Nashville, Chattanooga & St. Louis R. R.
- Southern Railroad
- Motor Freight Carriers
- United States Post Office
- Western Union

## APPROXIMATE SHIPPING WEIGHTS

### Liners

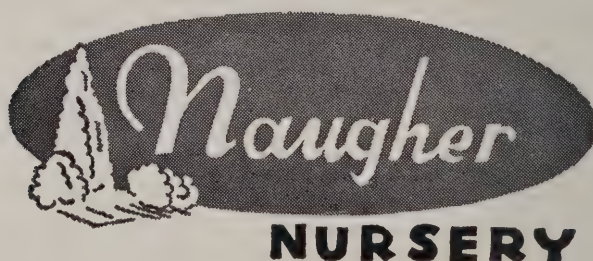
1 Yr.	Packed in Crates	175 lb. per M
2 Yr.	" " "	250 lb. per M

### Dogwoods

12-18"	Burlapped Bales	100 lb. per C
18-24"	" "	150 lb. per C
24-30"	" "	175 lb. per C
30-36"	" "	200 lb. per C

### Flowering Peaches

12-18"	Burlapped Bales	85 lb. per C
18-24"	" "	100 lb. per C
2-3'	" "	125 lb. per C
3-4'	" "	150 lb. per C

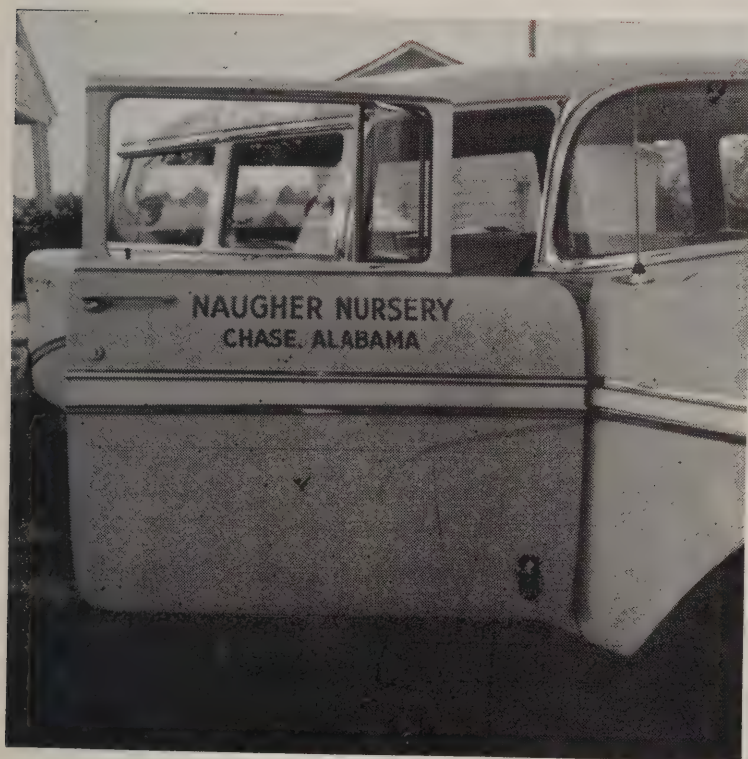


*Chase, Alabama*

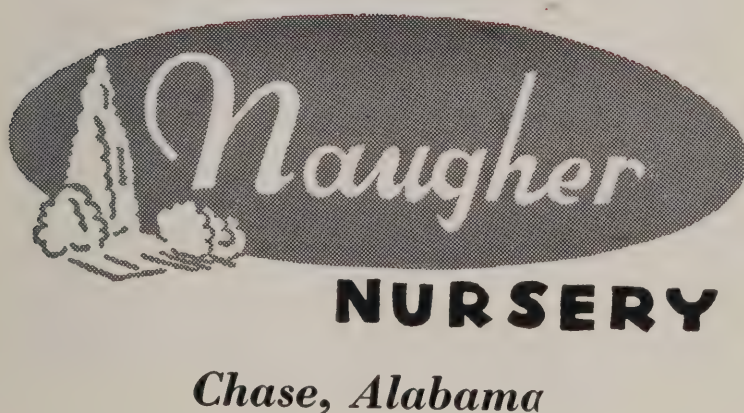
*You'll Like NAUGHER'S Quality !*



An Open Door  
***WELCOME***



Awaits You at ...





*You'll Like NAUGHER'S Quality !*



*"NAUGHER QUALITY" Irrigated  
Pfitzer Liners*





*NAUGHER'S Root—Pruned Andorra  
& Hetzi Liners*



*NAUGHER'S 3 Yr Pink Dogwood  
America's Favorite Flowering Tree*



*NAUGHER'S Finished Ilex  
Rotundifolia*



*NAUGHER'S Hardy, Well-Rooted  
Greek Liners*





*NAUGHER'S 1 Yr Pink Dogwood  
America's Favorite Flowering Tree*



**NAUGHER'S Quality+NAUGHER'S  
Service=SATISFACTION**

*"Your confidence warrants our personal  
supervision."*

## MEMBERS

American Association of Nurserymen  
Southern Nurserymen's Association  
Alabama Nurserymen's Association  
Illinois Nurserymen's Association  
Tennessee Nurserymen's Association



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- Field-Grown Evergreen Liners
- Pink Flowering Dogwoods
- Double Flowering Peaches



*Visitors Always Welcome!*



Chase, Alabama

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## TELEPHONE

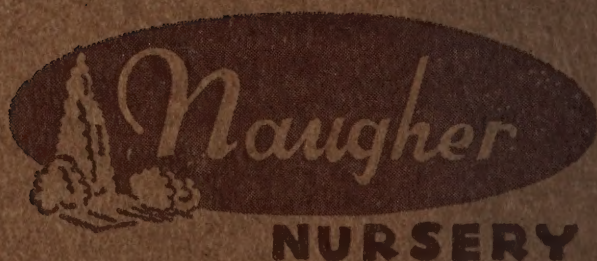
Huntsville, Alabama

Day—JEfferson 4-0261

Night—JEfferson 4-1650

*Visitors Always Welcome!*

***Plant America!***



*Chase, Alabama*